

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Investor(s): Darrel D. Cherry

Confirmation No.: 2901

Application No.: 09/872,668

Examiner: Young, John L

Filing Date: 06/01/2001

Group Art Unit: 3622

Title: Controlled Customized Advertising Methods in Media

Mail Stop Amendment
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment () Petition to extend time to respond
() New fee as calculated below () Supplemental Declaration
(X) No additional fee
() Other: _____ (fee \$ _____)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS		MINUS		= 0	X \$50	\$ 0
INDEP. CLAIMS		MINUS		= 0	X \$200	\$ 0
[] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees. A duplicate copy of this sheet is enclosed.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Alexandria, VA 22313-1450.

Respectfully submitted,

Darrel D. Cherry

By Patrick R. Scanlon

Patrick R. Scanlon

Attorney/Agent for Applicant(s)

Reg. No. 34,500

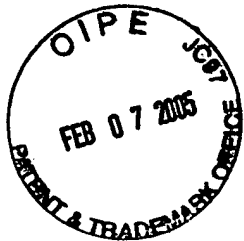
Date: 02/03/2005

Date of Deposit: 02/03/2005

Typed Name: Laura Bilbro

Signature: Laura Bilbro

Telephone No.: (207) 791-3000



- 1 -

3622
JFV

Appl. No. 09/872,668

Atty. Docket No. 10008156-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of :
Darrel D. Cherry, et al. : Group Art Unit: 3622
Appl. No.: 09/872/668 : Examiner: Young, John L.
Filed: June 1, 2001 : Response to Paper No.
For CONTROLLED CUSTOMIZED
ADVERTISING METHODS IN MEDIA

REPLY UNDER 37 CFR § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

In response to the Office Action dated November 3, 2004, please
amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims
that begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8 (a))

I hereby certify that this correspondence is, on the date shown below, being:

☒ deposited with the United States Postal Service
with sufficient postage as first class mail in an
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☐ transmitted by facsimile to the
Patent and Trademark Office

Laura B. Belbro
Signature
Laura B. Belbro

Date: *Feb 3, 2005*